



## Job Description

**Position Title:** Marketing Assistant, Marketing Team

**Title of Supervisor:** Director for Student Involvement

**Payrate:** Starting at \$14.00 per hour

**Schedule:** 10-15 hours/week

### General Scope of Position

This position has broad responsibilities that include general assistance for Student Leadership and Engagement (SLE) and the Associated Students of the University of San Francisco (ASUSF). Specifically, the Marketing Assistant will work on projects and tasks related to marketing and outreach for all SLE programs, events and services as well as SLE's broader efforts to promote student involvement through campus programs and events.

### Specific Duties and Responsibilities

- As a member of the Marketing Team, provide information, resources and outreach about SLE, ASUSF, and related programs, events and services
  - Utilize social media to connect with students through Facebook, Twitter, Instagram, and more
  - Publicize and attend student events
  - Assist with the development and publishing of website content for SLE and related student organizations
  - Assist with the creation and publishing of The Phoenix weekly e-newsletter
  - Assist with the development and distribution of marketing materials, brochures, and applications
- Assist with the development and implementation of marketing efforts to promote student involvement
  - Develop and update content for marketing materials including brochures and informational flyers
  - Propose, develop, and manage distribution of appropriate promotional items
  - Maintain updated calendars that reflect and share information about campus events
  - Maintain updated campus bulletin boards that reflect and share information about campus events
  - Maintain records and create reports on marketing efforts and results
  - Provide support for marketing efforts of all SLE programs and events
  - Provide support for the Student Rewards Program and other incentive based efforts to encourage involvement
  - Research involvement campaigns at other institutions
- Perform clerical duties including answering phones, data entry, copying, faxing, receiving/distributing mail and other materials, running errands, keeping office area clean, maintaining calendars, making appointments, greeting visitors, and responding to general inquiries
- Participate in meetings, trainings, and other scheduled activities
- Assist with other projects and tasks as assigned

### Qualifications

- Marketing skills and experience with social media and HTML preferred
- Excellent interpersonal, verbal, and written communication skills
- Computer skills including MS Word and MS Excel required; familiarity with Google applications, internet research, social media, OrgSync, and other online tools preferred
- Ability to multi-task, prioritize, and meet deadlines
- Positive attitude, friendly and professional
- Reliable, good follow-through
- Independent self-starter, able to take initiative
- Understanding of leadership and business principles and/or desire to learn
- Familiarity with SLE/ASUSF programs and responsibilities associated with the position
- Commitment to work in a culturally diverse environment and to contribute to the mission and goals of SLE/ASUSF and the University
- Minimum cumulative GPA 2.0 and good disciplinary standing at USF
- Work Study preferred

**Time Commitment**

Training will take place throughout the year including May 12, 2017 (1pm – 5pm), August 14, 2017 at 9am – August 16 at 5pm, and January 18, 2018 (10am – 4pm). Position will begin on August 14, 2017 and continue through May 10, 2018. One work shift will be scheduled during New Student Orientation on August 19-21, 2017 (6 hours). During the academic year, work must be regularly scheduled during business hours of 9 am to 5 pm, Monday through Friday, for 10-15 hours per week. Preference will be given to applicants who identify availability in 4 hour time blocks (for example, MWF 9am-1pm). Specific schedule will be set at time of hire. Marketing Assistants are required to return to work on January 18, 2018 for spring semester.

**Application**

Information and online application can be found at [myusf.usfca.edu/student-life/sle/join-our-team](http://myusf.usfca.edu/student-life/sle/join-our-team). Applicants will be asked to answer several questions and submit contact information for two references and a resume or list of activities detailing work, volunteer, and USF involvement experience. Priority deadline for consideration of applications is 5 pm on Monday, April 17, 2017. Top candidates will be contacted for an interview, and final selections will be made by Friday, April 28, 2017.